




# Tutorial



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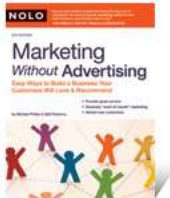


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Business videos provide critical information for business owners. Interviews, 'lessons learned' features, lectures and 'how to' videos help foster success in all aspects of starting and growing a business.

Start-Up Information



A collection of state-specific resources, such as demographic data, fastest growing cities, licenses and permits, organizations, and more that are important to the start and development of businesses.




Welcome to EBSCO's *Small Business Reference Center* tutorial. *Small Business Reference Center* provides full-text content on a variety of small business and entrepreneurial topics such as starting a business, marketing your services, and managing employees. In addition, a collection of business videos features interviews, "lessons learned," and lectures to help business owners achieve success.

In this tutorial, we will look at how to run a basic search and browse by category.

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We'll begin by conducting a basic search from the home screen.

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By: Roberts, Edward H. *Westchester County Business Journal*. 7/9/2012, Vol. 48 Issue 28, p5-5. 1/2p.  
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- Heydays past, infrastructure firms feel heat.**  
By: JACOBUS, ARLEEN. *Pensions & Investments*. 8/5/2013, Vol. 41 Issue 16, p1-31. 3p.  
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- SURGE IN SMALL BUSINESS FINANCING.**  
By: MCCABE, TIM. *Oregon Business Magazine*. May 2013, Vol. 36 Issue 4, p42-42. 1p.  
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- Capital continuum: a roadmap to business financing.**  
*Grand Rapids Business Journal*. 3/18/2013, Vol. 31 Issue 11, p8-8. 1/2p.  
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- Strong discipline: The key to ensuring long-term success.**  
By: Valente, Adam. *Hotel Management* (21589422). Jul 2013, Vol. 228 Issue 9, p15-15. 1/2p.  
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Strong discipline: The key to ensuring long-term success.

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## ON FINANCE 15

# Strong discipline: The key to ensuring long-term success

By Adam Valente  
HM COLUMNIST

In the movie "Heat," Robert De Niro's character, an experienced bank robber, shared advice he once received about not getting attached to anything you aren't willing to walk out on in 30 seconds flat if you feel the heat around the corner. The parallel here is that a hotel investor needs to institute and maintain strong discipline—even during prosperous times.

The hotel industry today is generally enjoying positive upswings in revenues, cash flows and property values. But we can't forget that just a few years ago our industry was in deep despair. In order to ensure survival during the next downturn, you need to be prepared today. You need to have the ability to "walk out in 30 seconds flat" when you feel

resulting in a huge "cost accrual" that can ultimately hinder a refinancing or sale.

**Maximize competitive positioning**

Identify your strengths and weaknesses as compared to your competitive set—play to your strengths while improving upon your weaknesses. While brands

can be strong risk mitigators, they do not provide great service, offer memorable hospitality experiences or develop strategic marketing plans—great operators and owners do. Also, consumer preferences evolve. Technological adaptation is the key to staying on message, with food, drink and fitness offerings

driving many "buy" decisions today. Listen closely to guests and exceed their expectations. Being reactionary to unexpected economic downturns increases the odds of failure. Manage risk by maintaining discipline 24/7. Doing so in prosperity should help "lower the heat" during

tumultuous times and position your hotel to maximize long-term, multi-cycle success. **HM**  
hm@questex.com

Adam Valente is a Managing Director of RockBridge Capital's Investment Origination Group. He can be reached at [adamvalente@rockbridgecapital.com](mailto:adamvalente@rockbridgecapital.com).

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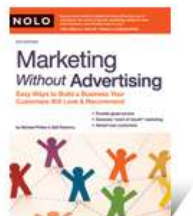


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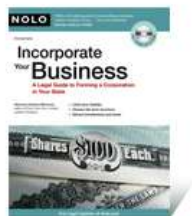


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Start-Up Information




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From the home screen, you can also **Browse by Category**, **Browse Popular Sources**, or browse **Start-up Information** by state. You can also search the **Small Business Videos** database.


Let's begin by browsing the **Business Areas** category.

Browse by Category

 Business Areas

 Industry Information by Small Business Type


 Business Basics


 Start-Up Kit & Business Plans


Business Areas


- Accounting
- Business & the Internet**
- Buying a Business
- Closing a Business
- Employees
- Expanding a Business
- Financing a Business
- Going Green
- Legal Issues
- Management & Marketing
- Marketing & Public Relations
- Operations
- Planning & Starting a Business

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Business & the Internet

- Blogging**
- Build Your Own Web Site
- Domain Names
- eBay - Advertising
- eBay - Business Basics
- eBay - Power Sellers
- eBay - Tax Guide
- eCommerce
- Internet Income: Using Amazon
- Internet Income: Using Yahoo!
- Marketing on the Internet - General Information
- Marketing - Affiliate Marketing Programs
- Marketing - E-Mail Campaigns Without Spamming

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**Business Areas**



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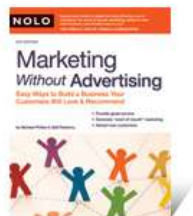


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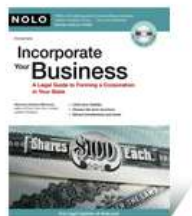


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### Start-Up Information



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*Small Business Reference Center* also offers access to small business start-up guides for each state.

To begin, click the **Browse By State** button in the **Start-Up Information** area.



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Source: State Small Business Start-Up Guides

Date: October 1, 2012

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## Small Business Reference Center State Small Business Start-Up Guides

This section contains the links to each of the Small Business Start-Up Guides. These state-specific profiles present important information useful to the start-up and growth of a small business. Each guide contains demographic data, information on taxes and incentives, potential financing opportunities, information on any required licenses or permits, links to small business support and development organizations, as well as information on each state's fastest growing cities and counties.

To learn more, please click on the state of interest below:

<a href="#">Alabama</a>	<a href="#">Kentucky</a>	<a href="#">North Dakota</a>
<a href="#">Alaska</a>	<a href="#">Louisiana</a>	<a href="#">Ohio</a>
<a href="#">Arizona</a>	<a href="#">Maine</a>	<a href="#">Oklahoma</a>
<a href="#">Arkansas</a>	<a href="#">Maryland</a>	<a href="#">Oregon</a>
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<a href="#">Connecticut</a>	<a href="#">Minnesota</a>	<a href="#">South Carolina</a>
<a href="#">Delaware</a>	<a href="#">Mississippi</a>	<a href="#">South Dakota</a>
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The list of states is displayed in the PDF Full Text Viewer. Click on a state name.



Detailed Record



PDF Full Text (634KB)

## Small Business Start-Up Guide: Massachusetts.

Source: Small Business Start-Up Guide: Massachusetts. 2012, p1-5. 5p. 3 Charts.

Document Type: Article

Subject Terms: \*PROCEDURE manuals  
\*NEW business enterprises  
\*SMALL business  
\*GOVERNMENT aid to small business  
\*SMALL business -- Law & legislation  
\*TAXATION

Geographic Terms: MASSACHUSETTS

NAICS/Industry Codes: 926110 Administration of General Economic Programs

**Abstract:** The article presents a procedural guide to starting a new small business in Massachusetts. Overall economic conditions in the state are examined. U.S. and state agencies and private organizations which offer support and services for small business are discussed and contact information offered. Licensing and permits related to small business are considered. Small business lending, tax incentives for small business and business taxation information is presented.

Accession Number: 84474010

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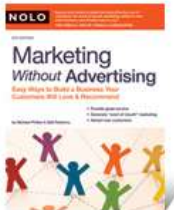


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Start-Up Information



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Finally, *Small Business Reference Center* lets you search for “how-to” videos from the Harvard Business School Faculty Seminar Series as well as Vator TV. To search Small Business videos, click on the **Search Videos** link in the **Small Business Videos** area.

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retail

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**Harvard FSS: The Revolution in Retailing**  


Lecturers: Bell, David E... *Harvard Business School Faculty Seminar Series*; 2005. Duration: 1:03:38. (AN: 1037c)

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**Zappos' Alfred Lin on moving beyond shoes** 


Author: Bambi Francisco Roizen. *Vator.tv Interviews*; (AN: 8414zapposinterview01)

 [HTML Full Text](#)  [Video](#)



**Bonobos - lifting butts and revenue** 


Author: Bambi Francisco Roizen. *Vator.tv Interviews*; (AN: 7214BONOBOSINTV02)

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**Retailers, like Amazon, will embrace Swipely** 

Author: Bambi Francisco Roizen. *Vator.tv Interviews*; (AN: 9356swipelyinterview02)

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**BookRenter's advantage over Chegg, B&N** 

Author: Bambi Francisco Roizen. *Vator.tv Interviews*; (AN: 9305bookrenterskype)

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Enter your search terms and click **Search**. A result list of videos is displayed. Click on the **Video** link to view the Flash video. Click on a PDF or HTML full text link to read a transcript of Harvard Business videos or a summary of Vator.tv interviews.



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- Browse by Category

**Small Business Reference Center™** provides up to date information on relevant topics from starting a company, operations management and sales to growing or rescuing a business. The database contains nearly 400 full-text periodicals and over 450 full-text reference books.


The user-friendly interface guides users through small business and entrepreneurial subject areas, common business types, a help and advice section, and provides information on how to create business plans that lead to successful funding. Business videos provide critical information for business owners: interviews, 'lessons learned' features, lectures and 'how to' videos help foster success in all aspects of managing a business. A collection of state-specific resources supports the researcher with demographic data and other local information.

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- To obtain help for the database(s) you are searching, click the Help icon  to the right of the **Find** field and click on the Database name at the bottom of the left-hand side of the Help window. Database help is also available from the Choose Databases window.
- To view the entire Help System, click the [Help](#) link at the top right-hand corner of the screen.

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**Up Information**

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To view the complete online Help system, click the **Help** link at the top right of the *Small Business Reference Center* home screen.



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